

# MyGaming welcomes nine new partners

By [Vicky Sidler](#), issued by [Broad Media](#)

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[MyGaming.co.za](#) has shown excellent readership growth after appointing a new editorial team, and has announced its new advertising partners to drive the website forward.



In April MyGaming.co.za received a new editorial team, with Jan Vermeulen serving as editor, and new journalists Jamie McKane and Ryan Brothwell joining him as journalists.

Their impact was immediately felt, and through great content MyGaming increased its readership by 87% last month.

According to the latest Effective Measure statistics, MyGaming attracted 74,000 unique South African browsers in April.

The Effective Measure statistics further revealed who MyGaming's readers are: males between the ages of 20 and 44, with high disposable income.

This is a very attractive market for advertisers, and it is no surprise that many companies have partnered with MyGaming to reach this market.

MyGaming's new advertising partners are ASUS, Gigabyte, MSI, Showmax, Uniterm Direct, Pinnacle, MWEB, Damelin, and Cybersmart.

For more information about partnering with MyGaming, contact Cara Muller: [cara@mybroadband.co.za](mailto:cara@mybroadband.co.za)

## ABOUT VICKY SIDLER

Writing content for key businesses in the South African technology sector, including Telkom, Vodacom, Samsung, LG, BMW, and many more. Also representing MyBroadband at press briefings and media events.

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